

JUN 25 1924

©CIL 20334

TIGER LOVE

Photoplay in six reels

~~Adapted by Julie Herne from the play~~
✓ ~~El Gato Montes~~ by Manuel Penella ✓

Directed by George Melford

Author of photoplay (under Sec. 62)
Famous Players Lasky Corporation of the U. S.

JUN 25 1924

Washington, D. C.

June 25, 1924

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Famous Players Lasky Corporation

TIGER LOVE (6 reels)

Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Tiger Love	6/25/1924	L ©CIL 20334

The return of the above copies was requested by the said
Company, by its agent and attorney on the 25 day of
June, 1924 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.

Fulton Brylawski

"Tiger Love" Is 6 Reels—5325 Feet Long

PARAMOUNT

PRESS

Adolph Zukor and Jesse L. Lasky present
A GEORGE M. COHEN Production
"TIGER LOVE"Antonio Moreno and Estelle Taylor
Adapted by Julie Herne from "El Gato Montés" by Manuel Penella
Screen play by Howard Hawks
A Paramount Picture

PURPOSE: To help you sell the picture

"TIGER LOVE", DIRECTED BY T.
"THE SHEIK", FINE ACTIONMoreno a Modern Robin
Hood in "Tiger Love"Featured with Estelle Taylor in
Screen Version of Popular
Opera, "The Wildcat"

"TIGER LOVE" is a story rich in the romance and fire of old Spain—a story of a famous bandit and the daughter of an aristocrat. Antonio Moreno, himself a Spaniard and very strong with the fans now on account of "The Spanish Dancer" and other good performances, and Estelle Taylor, luscious black-eyed beauty of "The Ten Commandments," have the leading roles. The rest of the cast is of equally high merit. Look it over.

New York hailed "The Wildcat," the successful Spanish opera from which the picture was adapted, as something brilliantly new when it ran at the Cort Theatre, on Broadway, during 1921-22, and more fans are going to greet "Tiger Love" as the finest adventure-romance in months. Mark our word for it!

CAST

The Wildcat.....	ANTONIO MORENO
Marcheta Fuentes.....	ESTELLE TAYLOR
El Pezaro.....	G. Raymond Nye
Don Ramon.....	Manuel Cameré
Don Victoriano Fuentes.....	Edgar Norton
Don Miguel Castelar.....	David Torrence
The Hunchback.....	Sally Edwards
Father Ramon.....	Monty Collins

Synopsis

The Wildcat, a romantic Spanish bandit, has pledged himself to crush all autocracy. One of his lieutenants captures Marcheta Fuentes and is attacking her in a mountain stronghold when the Wildcat comes to her rescue. Instead of taming her, as he tries at first, he becomes infatuated with this impetuous beauty. He sends her home, unharmed, realizing the gulf that separates them and his hopeless love.

Later the Wildcat hears of a wedding to be held in the city. He finds the residence of the bride and invades the place in the dead of night to steal the rich presents. He comes face to face with Marcheta. Both are drawn together by a great love, and he takes her into his arms. The girl tells the bandit her father and the mayor of the town are forcing her to wed Ramon, the mayor's nephew. The wedding is to take place at high noon the next day.

Marcheta and her fop bridegroom are about to enter the church when the Wildcat at the head of his band of desperados abducts them from under the very nose of the soldiers and whisks them away to his secret stronghold. There he tries to make Ramon fight for Marcheta's hand, but Ramon faints from sheer cowardice. In defiance of all, Marcheta decides it is the bandit she loves and although he is a hunted man with a price on his head, agrees to marry him. Just as the ceremony is started a troop of cavalry headed by



Adapted by Julie Herne from "El Gato Montés" by Manuel Penella

Three-column Newspaper Advertisement 3a

"Tiger Love"

Here's a Real Story! A Love Story with Punch, Pathos and

WHAT a title! What a story! What a cast! Antonio Moreno, as a dashing Spanish bandit, and Estelle Taylor, as a lovely girl, in "Tiger Love," is a picturesque figure. His nonchalant

PARAMOUNT

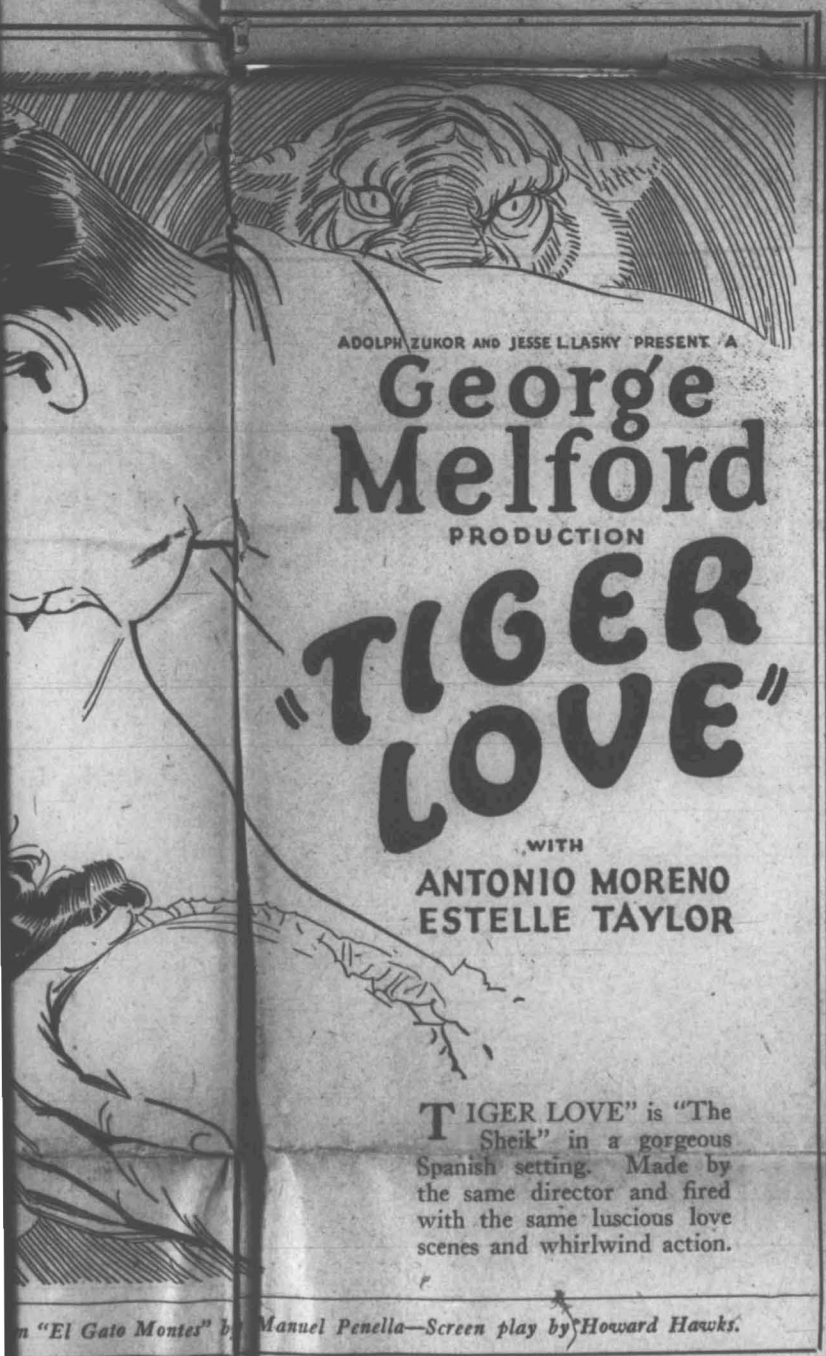
Anything in This Press Sheet May Be Reprinted

SHEET

Adolph Zukor and Jesse L. Lasky present
 A GEORGE Melford Production
"TIGER LOVE"
 Antonio Moreno and Estelle Taylor
 from "El Gato Montes"
 Adapted by Julie Herd Penella
 by Manuel Penella and Howard Hawks
 Screen play by Howard Hawks
 A Paramount Picture

POSE: To help you sell the picture to the public.

ED BY THE MAN WHO MADE ACTION-ROMANCE OF SPAIN



ADOLPH ZUKOR AND JESSE L. LASKY PRESENT A

George Melford
PRODUCTION

"TIGER LOVE"

WITH
ANTONIO MORENO
ESTELLE TAYLOR

TIGER LOVE is "The Sheik" in a gorgeous Spanish setting. Made by the same director and fired with the same luscious love scenes and whirlwind action.

from "El Gato Montes" by Manuel Penella—Screen play by Howard Hawks.

The High Spots

ful backgrounds "Tiger Love" stands alone.

Spain, with its dark-eyed senoritas and gallant caballeros, with its aristocrats and gypsy tribes—Spain, with its fetes and fiestas and tiger-love—that's the scene of this new Paramount picture. And Moreno, a Spaniard himself, is featured in the leading male role, and, too, a Spaniard is the author of the story.

As to highlights—"Tiger Love" is packed with big scenes.

A story of a high-powered romance of a bandit extraordinary and a daughter of an aristocrat. "Tiger Love" carries audiences from the city homes of the rich to outlaw retreats—veritable mountain strongholds—and back again with a fast-moving drama which portrays the life of a modern Robin Hood—

And we don't hesitate a minute in vouching for the authenticity of the atmosphere. Moreno essayed what might be termed a dual role in this production—that of actor and technical adviser, and his suggestions for the carrying out of details of Spanish life proved invaluable in making this picture one of the most faithful portrayals of Spain ever filmed.

For more than five hundred years, Spain has been the symbol of romance and adventure, and to this day the manners and customs which made the country so picturesque still remain in certain sections. It is this Spain you see in "Tiger Love"—the Spain the poets are wont to write about—the Spain you have read about, though never seen—and a truly modern Spain at that.

There's action with a capital "A" in the scenes where Estelle Taylor, as Marcheta, is attacked by the bandit lieutenant. She smashes a wine bottle over his head. At this juncture the Wildcat (Moreno) comes in. When he seeks to protect Marcheta, the

PUTTING IT OVER RIGHT

"Tiger Love" is the greatest of all dramatic love romances of modern Spain!

Right off the bat you want to play up this angle by creating a Spanish atmosphere about your theatre. How? Easy. Do you run a prologue? Get a girl, dressed in typical Spanish costume to dance the tarantella on your stage. This is the national dance as done by Estelle Taylor in the picture. Have a man with a guitar sing "Marcheta" to the girl. This is Miss Taylor's character name in "Tiger Love." Carry this idea out during the running of the picture, too. Play the song from time to time as Miss Taylor appears on the screen.

Make much of the fact that Moreno scored a tremendous hit in his portrayal of the role of an impoverished Spanish nobleman in support of Pola Negri in "The Spanish Dancer," and that Miss Taylor had the role of "Miriam" in "The Ten Commandments." Get this into your advertising. Both these stars in one picture—what a drawing card!

Put the Spanish idea over in your lobby display, too. Doorman in costume, etc.—see stills.

Start a discussion as to who are the more beautiful—Spanish senoritas or our own American girls.

"Tiger Love" is a story of a gypsy bandit who falls in love and wins over a daughter of the aristocracy. You might name any number of similar cases—society debs eloping with the family chauffeur, etc.

They give bracelets instead of rings when an engagement is announced in Spain. Estelle Taylor wears one containing thirty-six diamonds in this production. Make believe local jewelers wouldn't like to get hold of a still of this

"Tiger Love"

Story! A Love Story of Spain—A
Touch, Pathos and Powerful Appeal

What a story! What a cast!
 as a dashing Spanish bandit in George Melford's
 esque figure. His nonchalance in danger has made

nn Newspaper Advertisement 3A. (Mats Only)

Opera, "The Wildcat"

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Synopsis

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Later the Wildcat hears of a wedding to be held in the city. He finds the residence of the bride and invades the place in the dead of night to steal the rich presents. He comes face to face with Marcheta. Both are drawn together by a great love, and he takes her into his arms. The girl tells the bandit her father and the mayor of the town are forcing her to wed Ramon, the mayor's nephew. The wedding is to take place at high noon the next day.

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The old priest tells the mayor that the Wildcat is his son, and the Dwarf, the bandit's servant, takes a locket from the Wildcat's neck and shows the mayor a daguerreotype of the latter's wife.

The picture closes with the mayor reconciled and the promise of happiness to Marcheta and the Wildcat.

Tabloid Facts

Featured Players—Antonio Moreno, Estelle Taylor. Remember Moreno in "The Spanish Dancer"? He was the embodiment of chivalry, a handsome dare-devil. Everyone will admit his success was phenomenal. In "Tiger Love" he has a similar role which is given even broader treatment. As for Miss Taylor, critics have lauded her work in Cecil B. DeMille's "The Ten Commandments." As a senorita Miss Taylor is a vision of loveliness.

Producer—George Melford, who proved in "The Sheik" that he is a master at producing pulsating love stories with colorful and exotic backgrounds. His recent productions include "Flaming Barriers" and "The Dawn of a Tomorrow."

Author—Manuel Penella wrote the popular Spanish opera, "El Gato Montes" (The Wildcat) from which the picture was adapted.

Scenarist—Howard Hawks.

Cameraman—Charles G. Clarke, who did the photography of "Flaming Barriers" and "The Dawn of a Tomorrow."

Support—G. Raymond Nye, Edgar Norton, David Torrence, Snitz Edwards, Monti Collins and Manuel Cameré.

Type of Story—A photoplay possessing the basic ingredients of "Robin Hood," "The Mark of Zoro" and "The Sheik"—a 'tiger-love' drama with a happy ending.

Big Scenes—There is color and spectacle, knife duels and an abduction. A fast tempo is achieved in the first 500 feet and never lags until the fadeout. Moreno holds up a gambling hall and escapes amid a hail of bullets. And then there's the final revelation that quickens the pulses.



Adapted by Julie Herne from "El Gato Montes" by Manuel Penella—Sc

Three-column Newspaper Advertisement 3A.

"Tiger Love"

Here's a Real Story! A Love Story with Punch, Pathos and P

WHAT a title! What a story! What a cast! Antonio Moreno, as a dashing Spanish bandit, "Tiger Love," is a picturesque figure. His nonchalant name of the Wildcat respected everywhere. All Spaniards of aristocrats and his love for the poor. There's that this is his finest role.

Estelle Taylor has at last come into her own! Her role with Moreno came as an appreciation for her role of "Miriam" in Cecil B. DeMille's super-productions. Together they give extremely colorful characters.

In the supporting cast you have David Torrence, "Failed" and "The Dawn of a Tomorrow," "The Coward"; Edgar Norton and Monti Collins of well known.

Here's a picture with a great box-office title and bring in the crowds and the cash. Melford hasn't failed against him yet. Any exhibitor knows that to be a failure.

Imagine Moreno as the leader of a daring band of robbers for the mere excitement of the thing, who first meets a girl he loves for himself. Imagine the beautiful Estelle Taylor with a very hateful villain, a Spanish newcomer on the rival for her hand, and you have a fairly good idea of the production. And, take it from us, you can't expect too much. See the picture and know.

"Tiger Love" has romance for the flapper, for the lightful love story to bring back memories for the old-timers. You don't have to take into consideration your house draws on this production, for "Tiger Love" everyone—a feature no recent screen vehicle can boast. And, don't forget, the man who made "The Sheik" a success.

ADOLPH ZUKOR AND JESSE L. LASKY PRESENT

George Melford
PRODUCTION

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WITH
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that last come into her own! Her selection for a featured as an appreciation for her really excellent work in the B. DeMille super-production, "The Ten Commandments" gives extremely colorful characterizations.

cast you have David Torrence, of "The Light That Comes from a Woman," S. Raymond Nye, of "The Fight of the Century," and Monti Collins of "Men," and others just as

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There's action with a capital "A" in the scenes where Estelle Taylor, as Marcheta, is attacked by the bandit lieutenant. She smashes a wine bottle over his head. At this juncture the Wildcat (Moreno) comes in. When he seeks to protect Marcheta, the lieutenant lunges at him with a vicious looking stiletto. They skirmish, dueling madly, into a tiny room. The door closes. The girl hears continued scuffling—and then all is silence. Moreno at length comes out breathing heavily from his exertion.

Then, too, where the Wildcat and Marcheta meet in the latter's boudoir at midnight. The girl is

in a terror, and she catches Moreno in the act of robbing her home. They realize, after a time, their love, and lock in passionate embrace.

Where the Wildcat abducts Marcheta and her 'dandy' bridegroom at the very church door and from under the very nose of the authorities. The pursuit of the soldiers.

Where Moreno offers to fight Ramon for the girl's hand. Ramon makes a pretense of being willing to combat but swoons in terror as the gypsy chief advances.

And where scores of rifles are trained at Moreno's heart when he is trapped in his den—

These and a hundred other actionful episodes are crammed into "Tiger Love" which glides right along before your eyes with its never-ending stream of thrills.

Here's a picture that's more than just a little different from the usual run of screen stories you have been accustomed to. It's something NEW!

modern Spain!

Right off the bat you want to play up this angle by creating a Spanish atmosphere about your theatre. How? Easy. Do you run a prologue? Get a girl, dressed in typical Spanish costume to dance the tarantella on your stage. This is the national dance as done by Estelle Taylor in the picture. Have a man with a guitar sing "Marcheta" to the girl. This is Miss Taylor's character name in "Tiger Love." Carry this idea out during the running of the picture, too. Play the song from time to time as Miss Taylor appears on the screen.

Make much of the fact that Moreno scored a tremendous hit in his portrayal of the role of an impoverished Spanish nobleman in support of Pola Negri in "The Spanish Dancer," and that Miss Taylor had the role of "Miriam" in "The Ten Commandments." Get this into your advertising. Both these stars in one picture—what a drawing card!

Put the Spanish idea over in your lobby display, too. Doorman in costume, etc.—see stills.

Start a discussion as to who are the more beautiful—Spanish senoritas or our own American girls.

"Tiger Love" is a story of a gypsy bandit who falls in love and wins over a daughter of the aristocracy. You might name any number of similar cases—society debs eloping with the family chauffeur, etc.

They give bracelets instead of rings when an engagement is announced in Spain. Estelle Taylor wears one containing thirty-six diamonds in this production. Make believe local jewelers wouldn't like to get hold of a still of this for a window display, tying it up with your presentation of the picture, naturally.

Music store tie-up, of course. Get your local dealers to stock up with the popular song and dance hit, "Marcheta" and run a window display along with stills of Estelle Taylor and Moreno in "Tiger Love," getting over the fact that this is Taylor's character name in the production.

Then there's a stunt with charitable organizations. Much of the money, if not all, stolen by the Wildcat (Moreno) in "Tiger Love" is given over to the poor. The idea is that any contributions that might be made to these organizations will be promptly placed in proper hands.

Moreno pins a handkerchief to the floor with a stiletto in the production. "It's just a matter of good eyesight," he says. You could put this idea over with the opticians. "Your eyesight is priceless—can never be replaced. Let us examine you now."

And there's a hundred and one more stunts that will present themselves to you. Play them up. Let your patrons know what "Tiger Love" is all about, and then the only way that you can't possibly make money on the production is by letting the crowds come in free.

You'll mark up another big box-office success for Melford after you've played "Tiger Love."



"Tiger Love" PRESS ADS WITH A PUNCH

Your exchange has mats of all the ads and production scenes; also cuts of one.

Playing the Game of Love in Spain

ANTONIO MORENO | WITH ESTELLE TAYLOR



ADOLPH ZUKOR
& JESSE LASKY
PRESENT A

George Melford
PRODUCTION

"TIGER LOVE"

LOVE and thrills 'mid the hills of old Spain. The kind of entertainment that kindles the blood.

Four-Column Newspaper Advertisement 4A (Mats Only)

"TIGER LOVE"

Ad or Program Paragraphs

Love in Spain—where love IS love and they say it with dances and swords.

A top-speed romance with the kind of thrills that send the

"Tiger Love"

A PUNCH THAT CAN'T MISS



Production scenes; also cuts of one, two and two-supplementary. Price List, Page 4.

in Spain



SUNNY Spain as the setting of the queen of heart-dramas.

Tony Moreno as a handsome Spanish bandit whose amazing love-making will capture your heart.

REST

of

BILL

Adapted by Julie Herne from the play "El Gato Montes" by Manuel Penella—Screen play written by Howard Hawks

Two-Column Supplementary Press Ad 2AS

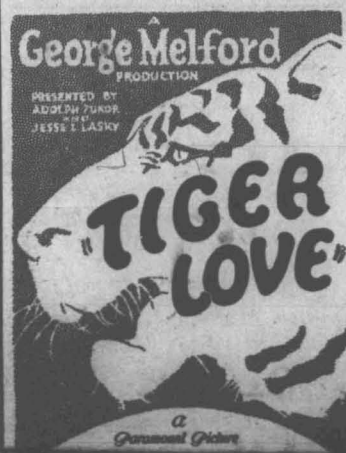


Antonio Moreno in the Paramount Picture "Tiger Love"

Production Mat 1PB

Only five cents each for these

You can make good ads out of production scenes by just adding copy and border.



IF you liked "The Shiek" you'll love "Tiger Love." The same man filmed this drama of a whirlwind Spanish courtship.

One-Column Press Ad 1A

Trailers Build Business!

National Screen Service, Inc., furnishes an excellent Service Trailer on "Tiger Love," consisting of punchy subtitles and 75 feet of carefully selected scenes. This costs \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment.

The following Paramount exchanges have these in stock: Seattle, New Orleans, Charlotte, Dallas, Oklahoma City, Minneapolis and Sioux Falls.

Or order direct from National Screen Service, Inc. For offices, see Price List on Page 4 of this Press Sheet.

WIRE OR WRITE—GIVING EXACT PLAY DATES



ram Paragraphs

ve IS love and they say it

with dances

at send the

LOVE and thrill in the hills of old Spain. The kind of entertainment that kindles the blood.

ADOLPH ZUKOR
& JESSE LASKY
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Four-Column Newspaper Advertisement 4A (Mats Only)

"TIGER LOVE"

PRESENTED BY
ADOLPH ZUKOR
AND
JESSE L. LASKY

WITH
ANTONIO MARELLA

George
Melford
PRODUCTION
A Paramount Picture

THE amaz-
ing love
adventures of a
Spanish tigress
and the man
who tamed her.

Adapted by Julie Herne from the play "El Gato Montes"
by Manuel Penella—Screen play written by Howard Hawks

Two-Column Press Advertisement 2A

Ad or Program Paragraphs

Love in Spain—where love IS love and they say it with dances and swords.

A top-speed romance with the kind of thrills that send the blood leaping.

At last—the real successor to "The Sheik"—made by the same director.

A drama of flaming hearts 'neath the moon of old Spain.

The story of a Spanish bandit and the bride kidnapped and won.

You have to see him in "Tiger Love" to know his greatest role.

He tried to tame a wildcat senorita—and she tamed

You can count on its being a thrilling picture, but you couldn't count the thrills!

The greatest thing in the world is love, and the greatest love is "Tiger Love."

The loveliest senorita in Spain—and her heart was captured by a dashing bandit.

You'll love "Tiger Love" and all its countless thrills!

You know about mother love, brotherly love, puppy love and summer love—now learn all about "Tiger Love."

Spain, the land of sun and senoritas, the background of an exciting action-romance.

A splendid picturization of the famous play and opera "The Wildcat."



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Antonio Moreno and Estelle Taylor in
the Paramount Picture "Tiger Love"

Production Mat 1PA



Antonio Moreno and Estelle Taylor in a scene from the
Paramount Picture "Tiger Love" A George Melford Production

Two-Column Production Mat 2P



Antonio Moreno, Estelle Taylor and G. Raymond Nye in a scene from the Paramount Picture
"Tiger Love" A George Melford Production

Special Three-Column Production Mat 3P

LOVE"

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about "Tiger Love."

and senoritas, the background of an

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“Tiger Love” GET THE PAPERS TO PRINT

Clip the stuff you want on this page and send it to the editor. Additional papers

Paramount Producer Favors Use of Baseball Tactics to Find New Screen Stars

by George Melford

(Whose latest Paramount picture, “Tiger Love,” featuring Antonio Moreno and Estelle Taylor, comes to the
..... Theatre next)

Scouting for new screen players, just as baseball clubs send agents into the “bushes” for promising diamond talent, is a practice that will be adopted by motion picture companies within a few years.

To me it represents the only practical way of filling the demand for new faces for the silent drama.

For a moment let us consider the method of the baseball scout. During the ball-playing season he makes the rounds of the smaller leagues. He is usually an ex-star himself and so he knows stellar ability when it comes to his attention. Every year he picks out several promising youngsters and sends them to his club's training camp for trial. If the young candidate for fast time shows up well, he is kept. Otherwise he goes home. It costs him nothing.

I would suggest that motion picture organization try the same plan. Their scouts would be clever casting directors, veteran stars of good discernment or even prominent directors. They would survey performers in small-town stock companies or even church, school and college entertainments. In every city the motion picture scout would advertise his presence and invite screen aspirants to come for interviews and local camera tests.

“Finds” would be sent to Hollywood for the same kind of tryout given young ball players.

Some of the scouts' selections might fail, but if each scout pulled only one jewel out of the dust heap in a whole year I feel that the expense of his maintenance would be easily justified.

Producing organizations are on the look-out for new faces, but it is the rare exception who can earn an opportunity in motion pictures. There is no room on the screen for the person of only average appearance, ability and personality. Hollywood is over-run with beautiful women who have only disappointment in their determination to achieve success in the silent drama because they lack that rare thing known as personality or because they have not real talent. It is foolhardy for anyone to journey to Hollywood on a gamble that he will break into pictures. Hundreds of young girls and men come to Hollywood every week seeking fame. Ninety-nine percent of them have not the proper qualifications. They should never have left their homes.

Sending out moving picture scouts would relieve this situation. Hollywood would go to Louisville, Ky., and Lynn, Mass., instead of having these cities and hundreds of others come to Hollywood.

Moreno Played Dual Role In Filming “Tiger Love”

Antonio Moreno played a dual role in the making of “Tiger Love,” but on the screen he is seen in only one of the two roles. He is featured with Estelle Taylor, and he also acted as technical adviser to George Melford, who produced the picture for Paramount.

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Estelle Taylor Featured in New Paramount Film

Has Leading Role with Antonio
Moreno in Screen Version
of “The Wildcat”

ESTELLE TAYLOR has one of the two featured roles in the new George Melford Paramount production, “Tiger Love,” which will be shown next at the Theatre. The story is an adaptation of the immensely popular Spanish opera, “The Wildcat,” by Manuel Penella, Howard Hawks making the screen adaptation.

Miss Taylor scored a decided personal triumph in Cecil B. DeMille's production, “The Ten Commandments,” and it was her work in this picture that won her the important role in “Tiger Love.” Antonio Moreno is featured in the principal male role in the production.

Miss Taylor is a graduate of Sargent's Dramatic School. A list of her previous screen successes includes “While New York Sleeps,” “Footfalls,” “Bavu,” “The Count of Monte Cristo,” “A Fool There Was” and “Thorns and Orange Blossoms.” “The Ten Commandments” was her first appearance under the Paramount banner.

David Torrence, brother of Ernest, and who played in “The Light That Failed” and “The Dawn of a Tomorrow,” is prominent in the strong supporting cast, which includes, among others G. Raymond Nye, Manuel Cameré, Edgar Norton, Snitz Edwards and Monti Collins. Charles G. Clarke did the photography.

Moreno Relives Career of Famous Bandit for Screen

The vivid career of El Vivillo, most romantic of all Spanish bandits, is practically revived by Antonio Moreno in his rôle in George Melford's “Tiger Love” in which he is featured with Estelle Taylor.

“Vivillo,” recalls the Paramount luminary, “was most active when I lived in Madrid. One of his greatest exploits was the abduction of the wife of a magistrate who ordered his execution. The woman was Vivillo's former sweetheart and it was his love for her that caused him to commit the murder for which he was outlawed.”

“Instead of harming the wife, Vivillo sent her home with a heavy guard and much éclat. This, in view of the fact that he had sworn vengeance on her husband made Vivillo a most popular figure among the mas-

Advance Stories

Moreno and Taylor Are Featured in New Film

“Tiger Love,” a new Paramount picture, directed by George Melford and featuring Antonio Moreno and Estelle Taylor, comes to the Theatre on for a run of days. The story is an adaptation of the popular Spanish opera, “The Wildcat,” by Manuel Penella.

It is a story rich in the romance and fire of old Spain and one of the most dramatic tales ever transferred

to the screen. It tells of a great bandit chief and the daughter of an aristocrat, and it has a happy ending.

“Tiger Love” is a swift-moving drama, portraying the life of a modern Robin Hood. One of the bandit's lieutenants captures a beautiful daughter of the rich and carries her off to a mountain stronghold. But the Wildcat (Moreno) undergoes a change of heart and sends the girl back home unharmed.

One night the Wildcat hears of a wedding to be held in the city. At midnight he invades the residence to steal the presents and comes face to face with Marcheta. In a moment of remorse she tells him her father and the Mayor of Goya are forcing her to marry Ramon, nephew of the Mayor.

As Marcheta and her fop bridegroom are about to enter the church the following day the Wildcat at the head of his band of desperadoes abducts them from under the nose of a heavy guard of soldiers and takes them to his mountain stronghold. There he tries to make Ramon fight him for Marcheta's hand but Ramon faints from sheer cowardice. In defiance of her father Marcheta decides it is the Wildcat she loves and although he is a hunted man with a price on his head, she will marry him.

From this point on in the story, the picture builds to a smashing climax, and by smashing we mean smashing.

Here's that something different in screen entertainment you've been waiting for so long.

“Tiger Love” Adapted from Successful Spanish Opera

“Operas are gold mines of motion picture material,” says Antonio Moreno.

“Because they are founded, as a rule, upon some of the world's strongest legends, they possess drama more powerful than any other storytelling medium.”

“Unfortunately the majority of operas are tragedies and for that reason would not appeal to the public. Operas with happy endings which logically follow the story are ideal for the screen.”

Featured with Estelle Taylor in “Tiger Love,” Moreno appears in a film which was adapted from the famous opera, “The Wildcat,” by Manuel Penella, which scored a tremendous triumph several years ago on Broadway and as a road production. He has the role of a daring bandit, who, despite his lawlessness, has a soft heart and robs only for the excitement of the thing, turning over all his loot to the poor. Miss Taylor has the role of Marcheta, daughter of a wealthy and prominent Spanish family. The entire story builds around her abduction by Moreno, as the Wildcat.

“Tiger Love,” a George Melford production, with David Torrence, Manuel Cameré, G. Raymond Nye and others just as well known in the supporting cast, is due at the

Press Reviews

(Review No. 1)

In “Tiger Love” we have at one and the same time the latest picture and the same time popular featured play in which the taylor and Antonio Moreno once again, and also a with dramatic that famous opera screen telling of the pen of Manuel Penella. It is a Paramount picture which was opened yesterday at the Theatre.

“Tiger Love” is a vivid romance of colorful Spain. It tells of a beautiful young daughter of a bankrupt aristocrat while handsome Tony Moreno is cast as the fiery bandit, commonly called “The Wildcat,” who falls hopelessly in love with her. In order to rehabilitate the family fortunes, Marcheta's father is forced to consent to the marriage of his daughter to Ramon, the foppish nephew of the Mayor of the town. Marcheta is kidnapped by the Wildcat's lieutenant but in the time the Wildcat himself appears and rescues her. Right then and there Cupid gets in some of his fine work and the resulting complications that ensue when the bandit attempts to prevent the marriage of Marcheta and Ramon provide some thrilling moments. At the last moment the discovery is made that—but we won't spoil the picture for you by telling you the surprising climax. Suffice it to say that it is exciting enough to please the most blasé movie fan.

The original opera from which the picture was adapted by Howard Hawks was as rich with dramatic situations as a checkerboard with checks and none of these has been lost in the transfer to the screen. Furthermore, George Melford has dressed it up with such lavish settings and flaming backgrounds that you will be able to revel to your heart's content in the colorful Spanish atmosphere. Honorable mention must also be made of the splendid supporting cast that includes such capable actors as G. Raymond Nye, David Torrence, Edgar Norton and Monti Collins.

(Review No. 2)

“Tiger Love,” a new Paramount picture, directed by George Melford and featuring Antonio Moreno and Estelle Taylor, was shown for the first time in at the Theatre last night.

The story has to do with a romantic young Spanish bandit who falls in love with a daughter of an aristocrat. Hearing of a wedding in the city, the Wildcat (Moreno) goes to steal the costly presents. At the dead of night he comes face to face with Marcheta, played by Estelle Taylor, in her bound pair. Both realize their love and go into each other's arms.

But the girl is forced into an engagement with a fair-brained individual. The father is convinced their marriage will strengthen the family finances. The Wildcat kidnaps the pair and carries them off to his stronghold in the mountains. Soldiers arrive—the Wildcat is trapped. How does he escape? That's just it—That's what makes “Tiger Love” one of the most interesting romantic dramas we've seen in months. You'll agree with us, too!

Here's action, thrill, romance, heart-appeal and all packed into a single picture, and what a picture it is. It's a George Melford production. Remember “The Sheik”? Melford made that also!

Press Reviews

Film In "Tiger Love" we have at one and the same time the latest picture play in which the popular feature players, Estelle Taylor and Antonio Melford once again cover themselves with dramatic glory, and also a screen telling of that famous opera "The Wildcat" from the pen of Manuel Penella. It is a Paramount picture which was directed by George Melford, and which opened yesterday at the Theatre.

"Tiger Love" is a vivid romance of colorful Spain.

"From childhood," says the Paramount actress, "the Spanish girl is

A BANDIT once saved Spain from becoming a French possession! So says Antonio Moreno, Paramount actor, featured with Estelle Taylor in "Tiger Love," in the role of romantic mountain brigand.

This formula, at least, proved successful for Manuel Cameré of Buenos-Aires, who has an important role in the Paramount picture, "Tiger Love," featuring Antonio Moreno and Estelle Taylor, and which comes to the Theatre for a run of ... days next.... Camero recently arrived in Los Angeles. On a Saturday afternoon when downtown Los Angeles street intersections were jammed, Cameré unwittingly jay-walked. He drew the in-

the young daughter of a bankrupt aristocrat while handsomely cast as the fiery bandit, commonly known as "The Wildcat," who falls in love with her. In order to save the family from ruin, the father is forced to consent to the marriage of his daughter to the foppish nephew of the Mayor of the town. Marcheta, the Wildcat's lover, is kidnapped by a tenant but in the end she is rescued and rescues her. When Cupid gets in the way, the work and the relations that ensue attempts to prevent Marcheta and Ramon from meeting. At the discovery of the discovery, the won't spoil the story by telling you the rest.

Suffice it to say that the picture is enough to please the fan.

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homes. Boys come first. "She cannot enter into commercial work, and her love affairs are conducted by her parents. If a young man wishes to marry her he tells his parents and they consult with the girl's father and mother. When both approve the match and a contract is signed, the engagement is announced. Then the girl can be visited by her sweetheart if properly chaperoned."

As Marcheta, daughter of an aristocratic family, Miss Taylor is seen in "Tiger Love" as a Senorita who is abducted on her wedding day by the Wildcat, a notorious bandit. In his mountain stronghold he wins her love and just as they are to be married Spanish soldiers surround the Wildcat's den. A hundred rifles are trained on his heart. How the Wildcat is extricated from his perilous plight and is reunited with his Spanish belle constitutes a charming romance, sharply punctuated with keen action.

Playing in support of the featured players in "Tiger Love," coming to the.....Theatre next....., are Manuel Cameré, G. Raymond Nye, Edgar Norton, David Torrence, Snitz Edwards and Monti Collins. The picture is an adaptation by Howard Hawks of the opera, "The Wildcat," by Manuel Penella.

"In the days of Napoleon I," he relates, "Spain was threatened by France. When war was imminent, Jose Maria El Tempranillo, notorious bandit, came from his hiding place and volunteered the services of his band of 2,500 men. France had other troubles and when it found Spain's military had been augmented, it withdrew."

Moreno gives the screen one of his most colorful characterizations in "Tiger Love" as the Wildcat, Spanish bandit who has pledged himself to crush all aristocracy. Yet upon rescuing Marcheta, a daughter of the rich, from one of his lieutenants he feels his rancor dissolving. Instead of taming her he becomes infatuated and sends her safely home. From then on the Wildcat struggles to master this new love.

From this point in "Tiger Love," revelation follows revelation. A gigantic climax brings the powerful drama to a thrilling conclusion.

"In romantic interest and exotic surroundings I believe 'Tiger Love' will be the most popular photoplay I have ever directed," says George Melford, its producer. And Melford, it will be remembered, produced "The Sheik."

"Tiger Love" opens at the
Theatre on

attention of George Melford, Paramount producer.

In the conspicuous, jay-walking figure of Cameré the noted producer saw a perfect type for Ramon, a character in "Tiger Love." Would Cameré like to appear in the movies? He would, he returned with gusto, especially since he was an actor who had been haunting Hollywood studios for employment since his arrival.

Cameré speaks Spanish, French and Italian and played with theatrical groups in Paris, Seville and Milan.

American highwaymen are rude barbarians compared to Spanish bandits of yesteryear, according to Estelle Taylor, Paramount actress, who now enjoys the dubious distinction of having been held up by desperadoes of both nationalities.

Two years ago Miss Taylor, with three other persons, was held up while motoring near Phoenix, Arizona.

"Stick 'em up and shell out," grunted the man behind the revolver. That was all.

In "Tiger Love," coming to theTheatre next....., in which the actress is featured with Antonio Moreno, her coach is stopped by Spanish bandits.

"Senorita," the spokesman informs her, "you are our temporary captive. You will leave without your valuables. You will not protest, yes?"

If she must be robbed, Miss Taylor professes a preference for Spanish painless extraction.

With his engagement to appear as the Mayor of Goya in George Melford's Spanish romance, "Tiger Love," David Torrence has played the role of every chief national, state or municipal officer. The noted actor in thirty years on the stage has been a musical comedy president and governor and in dramatic engagements has scored in roles of a Congressman, secretary of state, district attorney and city councilman.

Brother of Ernest Torrence of "Covered Wagon" fame, David scored a big hit in both "The Light That Failed" and "The Dawn of a Tomorrow," but his role of "Don Miguel Castelar" in "Tiger Love" is

A bracelet instead of a diamond ring is the proper engagement gift in Spain, according to George Melford, who investigated the subject for his Paramount production, "Tiger Love," in which Antonio Moreno and Estelle Taylor are featured.

"The Spanish bridegroom is hard hit," adds the Paramount producer, "for when he is wealthy he must buy a bracelet studded with diamonds and precious gems for his senorita. These frequently cost from ten to fifteen thousand dollars."

A bracelet of this latter type, containing thirty-six diamonds is worn by Miss Taylor in "Tiger Love" when she is seen as Marcheta, a Spanish beauty.

"Tiger Love" comes to the.....
on.....

"Star," a blooded black gelding which was one of the magnificent horses drawing the chariot of Ramesses II in Cecil B. DeMille's "The Ten Commandments," is ridden by Antonio Moreno in Paramount's "Tiger Love," coming to the on

Moreno first saw the beautiful animal when he attended a showing of

Thousands of letters may come to the feminine and male idols of movieland—but what kind of mail do directors get?

George Melford, Paramount producer, receives an average of two hundred and fifty letters a week. One-third contains scenarios; another approximate third come from aspirants who want parts in his forthcoming productions, while the final minority are eulogies or comments on his treatment of released photoplays.

Correspondents in this latter group are largely newspaper writers.

"These journalists," says Melford who made "Tiger Love," featuring Antonio Moreno and Estelle Taylor and which comes to the Theatre on....., have an uncanny knack of analyzing the public appetite for entertainment. Again and again newspapermen have recommended a certain type of story for production because they 'feel' a vogue for this kind of amusement coming. And again and again they have made true predictions."

Three Real Bandits Once

picture, directed by new Paramount
and featuring Anne George Melford
Estelle Taylor, wa
first time in shown for the
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The story has to do with a roman-
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Here's action, heart-appeal and thrill, romance, single picture, and all packed into a it is. It's a George what a picture tion. Remember "The Melford produc- ford made that also "The Sheik"? Mel-

comes to his attention. Every year he picks out several promising youngsters and sends them to his club's training camp for trial. If the young candidate for fast time shows up well, he is kept. Otherwise he goes home. It costs him nothing.

I would suggest that motion picture organization try the same plan. Their scouts would be clever casting directors, veteran stars of good discernment or even prominent directors. They would survey performers in small-town stock companies or even church, school and college entertainments. In every city the motion picture scout would advertise his presence and invite screen aspirants to come for interviews and local camera tests.

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Some of the scouts' selections might fail, but if each scout pulled only one jewel out of the dust heap in a whole year I feel that the expense of his maintenance would be easily justified.

Producing organizations are on the look-out for new faces, but it is the rare exception who can earn an opportunity in motion pictures. There is no room on the screen for the person of only average appearance, ability and personality. Hollywood is over-run with beautiful women who have only disappointment in their determination to achieve success in the silent drama because they lack that rare thing known as personality or because they have not real talent. It is foolhardy for anyone to journey to Hollywood on a gamble that he will break into pictures. Hundreds of young girls and men come to Hollywood every week seeking fame. Ninety-nine percent of them have not the proper qualifications. They should never have left their homes.

Sending out moving picture scouts would relieve this situation. Hollywood would go to Louisville, Ky., and Lynn, Mass., instead of having these cities and hundreds of others come to Hollywood.

Moreno Played Dual Role In Filming "Tiger Love"

Antonio Moreno played a dual role in the making of "Tiger Love," but on the screen he is seen in only one of the two roles. He is featured with Estelle Taylor, and he also acted as technical adviser to George Melford, who produced the picture for Paramount.

Although Moreno has been one of the foremost screen figures for several years, his role in "Tiger Love" is the first modern Spanish part he has portrayed. "The Spanish Dancer," in which he was featured in support of Pola Negri, was a story of Spain three hundred years ago. "Tiger Love" portrays Spain as it was within the memory of both Moreno and his parents.

Customs in Spain, even today, are strongly reminiscent of that country as it was when George Borrow and Washington Irving wrote of it.

Moreno's advice on the details of Spanish life proved invaluable to the director and materially assisted in making "Tiger Love" one of the most faithful portrayals of Spain ever filmed. The picture opens a days' run at the Theatre next. Playing in support of the principal players are G. Raymond Nye, Manuel Cameré, Edgar Norton, David Torrence, Snitz Edwards and Monti Collins.

How They Get Work in the Movies from George Melford

"Give away money, stand on your head—but do something to attract others around you" is the slogan of motion picture extras when George Melford, Paramount producer, is near the casting office looking for types.

For those on filmdom's lower fringes have noted that Melford selects only those who seem to exercise magnetism.

"The screen," says Melford, who made "Tiger Love," featuring Antonio Moreno and Estelle Taylor, "demands personalities. Each face must be so beautiful, so dramatic, so tragic or comical that it will stand out. In picking minor players for my 'back-grounds' I want those who compel even the attention of their fellow aspirants."

"Tiger Love" is an adaptation by Howard Hawks of the Spanish opera, "The Wildcat," by Manuel Penella. There's a big cast playing in support.

Paramount Film

Has Leading Role with Antonio Moreno in Screen Version of "The Wildcat"

ESTELLE TAYLOR has one of the two featured roles in the new George Melford Paramount production, "Tiger Love," which will be shown next at the Theatre. The story is an adaptation of the immensely popular Spanish opera, "The Wildcat," by Manuel Penella, Howard Hawks making the screen adaptation.

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David Torrence, brother of Ernest, and who played in "The Light That Failed" and "The Dawn of a Tomorrow," is prominent in the strong supporting cast, which includes, among others G. Raymond Nye, Manuel Cameré, Edgar Norton, Snitz Edwards and Monti Collins. Charles G. Clarke did the photography.

Moreno Relives Career of Famous Bandit for Screen

The vivid career of El Vivillo, most romantic of all Spanish bandits, is practically revived by Antonio Moreno in his role in George Melford's "Tiger Love" in which he is featured with Estelle Taylor.

"Vivillo," recalls the Paramount luminary, "was most active when I lived in Madrid. One of his greatest exploits was the abduction of the wife of a magistrate who ordered his execution. The woman was Vivillo's former sweetheart and it was his love for her that caused him to commit the murder for which he was outlawed."

"Instead of harming the wife, Vivillo sent her home with a heavy guard and much éclat. This, in view of the fact that he had sworn vengeance on her husband made Vivillo a most popular figure among the masses of Spain."

As the "Wildcat" bandit extraordinary in "Tiger Love," Moreno has a similar situation. His men seize the coach of Marcheta, a daughter of the aristocracy, whom the Wildcat hates as a class. After disciplining Marcheta, played by Miss Taylor, in an effort to tame her, the Wildcat sends her to her father unmolested.

"Every notable bandit of Spain was a descendant from the nobility or a member of some fine family," says Moreno. "This breeding evinced itself in instances such as these and in a sense relieved them from being categorized as simply blood-thirsty, looting villains."

"Tiger Love" comes to the and to remain for days.

Many Obstacles Overcome in Producing "Tiger Love"

Balked by the hoof and mouth disease in filming "Tiger Love," George Melford, Paramount producer, has added this obstacle to a long list of production hazards which he has met in sixteen years of directing.

Melford was ready to move several hundred mounted bandits and soldiers who support Antonio Moreno and Estelle Taylor, featured players, from one location to another when quarantine laws governing the epidemic were clamped on Southern California. Movement of any kind of livestock, including horses, was forbidden.

Unusual precautions were taken to protect the motion picture horses while Melford temporarily abandoned the sequence and began a subsequent episode in "Tiger Love."

Train wrecks, several cans of spilled paints which ruined an enormous set and a fire are among the other hazards Melford has encountered in his colorful, successful career. "Tiger Love," a romantic drama of modern Spain, with David Torrence, G. Raymond Nye, Edgar Norton, Monti Collins and others in the supporting cast, will be shown next at the

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As Marcheta and her fop bridegroom are about to enter the church the following day the Wildcat at the head of his band of desperadoes abducts them from under the nose of a heavy guard of soldiers and takes them to his mountain stronghold. There he tries to make Ramon fight him for Marcheta's hand but Ramon faints from sheer cowardice. In defiance of her father Marcheta decides it is the Wildcat she loves and although he is a hunted man with a price on his head, she will marry him.

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"Tiger Love" Adapted from Successful Spanish Opera

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"Unfortunately the majority of operas are tragedies and for that reason would not appeal to the public. Operas with happy endings which logically follow the story are ideal for the screen."

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Great Cast in Paramount Production, "Tiger Love"

Antonio Moreno and Estelle Taylor are featured in the leading roles of the George Melford Paramount production, "Tiger Love," which will be the feature at the Theatre all next week. The story is a fast-moving romantic drama of Spain.

Jesse L. Lasky, first vice-president in charge of production for Paramount, he felt that Moreno was the ideal choice for the role of the Wildcat, a happy-go-lucky, stop-at-nothing bandit chief. Miss Taylor's assignment to the feminine lead came as a recognition of her brilliant performance in Cecil B. DeMille's "Ten Commandments."

"Tiger Love" is one of the few Spanish pictures in which it has been Moreno's lot to appear despite the fact that he always sought opportunities to portray on the screen characters of his own nationality. "The Spanish Dancer," in which he appeared in support of Pola Negri, will be remembered as one of Tony's recent successes.

And after "Tiger Love" Estelle Taylor is going to be one of the most popular screen actresses. Her role of a Spanish beauty in the production suits her to perfection. She is a bewitching brunette, beautiful dark eyes and—well, why not see the picture?

"Tiger Love" Coming

"Tiger Love," a new Paramount picture directed by George Melford, comes to the Theatre on next to remain for days. Antonio Moreno and Estelle Taylor are featured in the production, which was adapted from "The Wildcat," an opera by Manuel Penella.

the Wildcat's new proverbial nick of himself appears. Right then and there some of his fine suiting complicates when the bandit attempts to prearrange the marriage of Marcheta and Ramon. The last moment made that—but a picture for you! Surprising climax that it is exciting the most blasé movie fan.

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(Review No. 2)

"Tiger Love," a new Paramount picture, directed by George Melford and featuring Antonio Moreno and Estelle Taylor, was shown for the first time in Theatre last night.

The story has to do with a romantic young Spanish bandit who falls in love with a daughter of a despotic ruler. Hearing of the city, the Wildcat decides to steal the costly dead of night he comes face to face with Marcheta, played by Estelle Taylor, in her bound. Both realize their love and go into each other's arms.

But the girl is engaged to a rich man. The father's marriage will strengthen the finances. The Wildcat kidnaps them off to his stronghold in the mountains. How does he escape? That's just it—he makes "Tiger Love" an interesting romantic drama seen in months. You'll agree with us, too!

Here's action, heart-appeal and single picture, and it is. It's a George Melford production. Remember "The Sheikh"? Melford made that also.

(Review No. 3)

The story's the thing with "Tiger Love," the latest Paramount picture now showing at the Theatre. Despite the assemblage of Estelle Taylor and Antonio Moreno as featured players, with an excellent supporting cast of such sterling actors as G. Raymond Nye, David Torrence, Edgar Norton and Monti Collins; despite the colorful settings and glowing backgrounds, the story of the beautiful Spanish senorita and her notorious bandit lover that taut throughout the screening of picture.

There isn't a moment's drag in this simple story of love and adventure which was adapted by Howard Hawks from the Spanish opera "The Wildcat." In fact it is replete with many surprising developments, unexpected turns, incident and action so crowded that one is in a perpetual state of thrill.

Estelle Taylor is at her best in the lovely Spanish girl—a role which fits her to the life. Antonio Moreno is a handsome, daring bandit who hates all aristocrats but finally succumbs to the charms of a fair girl. The directorial genius of George Melford produced the picture is finely denuded in the many subtle touches that add to the production. All in all, "Tiger Love" is an entertaining photoplay as have seen in many a day.

Final Showings Today

The final showings of the George Melford Paramount production "Tiger Love" will take place this afternoon at the Theatre. The story is a Spanish love-drama, featuring Antonio Moreno and Estelle Taylor.

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The story has to tic young Spanish in love with a dau tocracy. Hearing the city, the Wildc to steal the costly dead of night he o with Marcheta, p Taylor, in her bouc their love and go arms.

But the girl is t gagement with a vidual. The father marriage will stre finances. The Wil pair and carries stronghold in the diers arrive—the V How does he e That's just it—he makes "Tiger Love" interesting roman seen in months. us, too!

Here's action, heart-appeal and single picture, an it is. It's a Georg tion. Remember "ford made that als

(Review

The story's the Love," the latest n now showing at the Despite the asser Taylor and Anton featured players, supporting cast of tors as G. Raymon rene, Edgar Nort lins; despite the u tings and glowing fairly breathe

old-world Spain, story of the bea Spanish senorita bandit lover that taut throughout the picture.

There isn't a this simple story ture which was a Hawks from the cat." In fact it many surprising unexpected turns, incident and actio in a perpetual stat

Estelle Taylor the lovely Spanish fits her to the life is a handsome, da as the Wildcat, w crats but finally charms of a fair to the genius of G produced the p e. The director- denced in the m ge Melford who that add to the u duction. All in ay subtle touches as entertaining have seen in ma

Final Sh

The final sho Melford "Para "Tiger Love," . . . Theatre take place the story is a Spa turing Antonio Taylor.

of the Mayor of a is kidnapped by tenant but in the time the Wildcat and rescues her, ere Cupid gets in work and the re- ions that ensue tempts to prevent rcheta and Ramon ing moments. At the discovery is e won't spoil the y telling you the Suffice it to say enough to please ie fan.

ra from which the oted by Howard with dramatic sit- neckerboard with of these has been ence of the story thermore, George d it up with such d flaming back- ill be able to revel ent in the colorfu . Honorable men- ade of the splen- st that includes as G. Raymond e, Edgar Norton

No. 2)

new Paramount George Melford o. Moreno and shown for the at the . . .

do with a roman- bandit who falls ighter of the aris- of a wedding in at (Moreno) goes presents. At the omes face to face layed by Estelle oir. Both realize into each other's

forced into an en- hair-brained indi- ns convinced their ghten the family dcat kidnaps the them off to his mountains. Sol- Wildcat is trapped, tricate himself? w. That's what one of the most ic dramas we've You'll agree with

thrill, romance, all packed into a what a picture e Melford produc- The Sheik"? Mel-

No. 3)

thing with "Tiger Paramount picture . . . Theatre. blage of Estelle o Moreno as the with an excellent such sterling ac- lins; despite the u tings and glowing fairly breathe

aristocratic, and her notorious keeps the interest e screening of the

moment's drag in t love and adven- cat." In fact it many surprising unexpected turns, incident and actio in a perpetual stat

Estelle Taylor that one is held of thrill.

is at her best as a girl—a role which Antonio Moreno ing bandit known hates all aristoi- succumbs to the e. The director- denced in the m ge Melford who that add to the u duction. All in ay subtle touches as entertaining have seen in ma

ings Today

ays of the George at production, opened at the . . . Theatre . . . afternoon. The love-drama, fea- eno and Estelle

tract is signed, the engagement is announced. Then the girl can be visited by her sweetheart if properly chaperoned."

As Marcheta, daughter of an aristocratic family, Miss Taylor is seen in "Tiger Love" as a Senorita who is abducted on her wedding day by the Wildcat, a notorious bandit. In his mountain stronghold he wins her love and just as they are to be married Spanish soldiers surround the Wildcat's den. A hundred rifles are trained on his heart. How the Wildcat is extricated from his perilous plight and is reunited with his Spanish belle constitutes a charming romance, sharply punctuated with keen action.

Playing in support of the featured players in "Tiger Love," coming to the . . . Theatre next . . . , are Manuel Cameré, G. Raymond Nye, Edgar Norton, David Torrence, Snitz Edwards and Monti Collins. The picture is an adaptation by Howard Hawks of the opera, "The Wildcat," by Manuel Penella.

What Kind of Letters Does the Movie Director Get?

Thousands of letters may come to the feminine and male idols of movie-land—but what kind of mail do directors get?

George Melford, Paramount producer, receives an average of two hundred and fifty letters a week. One-third contains scenarios; another approximate third come from aspirants who want parts in his forthcoming productions, while the final minority are eulogies or comments on his treatment of released photoplays.

Correspondents in this latter group are largely newspaper writers.

"These journalists," says Melford who made "Tiger Love," featuring Antonio Moreno and Estelle Taylor, and which comes to the . . . Theatre on . . . , have an uncanny knack of analyzing the public appetite for entertainment. Again and again newspapermen have recommended a certain type of story for production because they 'feel' a vogue for this kind of amusement coming. And again and again they have made true predictions."

Three Real Bandits Once—Three Reel Bandits Now

Pancho, Jose and Manuel Acris, three brothers who were followers of Francisco Villa for seven years, appear as members of a bandit group in George Melford's "Tiger Love" for Paramount.

"Villa," says Jose, "was a much misunderstood caballero. While cruel at times in establishing his strength and enforcing his discipline, Senor Villa had a kind heart. Much of the gold he stole from the rich fed hundreds of peons."

of the Wildcat, a romantic Spanish bandit portrayed by Antonio Moreno who is featured with Estelle Taylor in the production, which will be shown at the . . . Theatre next . . .

Norton, the Inventor

A \$3,500 loss sustained four years ago may be salvaged by Edgar Norton, Paramount actor, through an invention he has just patented and which has been endorsed by Police Chiefs to whom he has demonstrated it.

The device is a Cab Identifier which comes in coupon form, containing full information concerning the driver and ownership of each car. Under Norton's plan one of these coupons is to be handed to each fare before entering a taxi. The system, it is believed, will redound to the public's benefit and will prove an asset in police work.

Norton, who appears in support of Antonio Moreno and Estelle Taylor in George Melford's "Tiger Love," conceived of the invention when he lost \$3,500 in diamonds by leaving them in a cab he could not trace. His invention, already considered by taxi company executives in various cities, has resulted in several purchase offers which will more than compensate him for his original misfortune.

"Tiger Love" will be shown next . . . at the . . . Theatre.

Spain's military had been augmented, it withdrew."

Moreno gives the screen one of his most colorful characterizations in "Tiger Love" as the Wildcat, Spanish bandit who has pledged himself to crush all aristocracy. Yet upon rescuing Marcheta, a daughter of the rich, from one of his lieutenants he feels his rancor dissolving. Instead of taming her he becomes infatuated and sends her safely home. From then on the Wildcat struggles to master this new love.

From this point in "Tiger Love," revelation follows revelation. A gigantic climax brings the powerful drama to a thrilling conclusion.

"In romantic interest and exotic surroundings I believe 'Tiger Love' will be the most popular photoplay I have ever directed," says George Melford, its producer. And Melford, it will be remembered, produced "The Sheik."

"Tiger Love" opens at the . . . Theatre on . . .

Listen! Ye Men—Then Use Your Own Judgment!

A bracelet instead of a diamond ring is the proper engagement gift in Spain, according to George Melford, who investigated the subject for his Paramount production, "Tiger Love," in which Antonio Moreno and Estelle Taylor are featured.

"The Spanish bridegroom is hard hit," adds the Paramount producer, "for when he is wealthy he must buy a bracelet studded with diamonds and precious gems for his senorita. These frequently cost from ten to fifteen thousand dollars."

A bracelet of this latter type, containing thirty-six diamonds is worn by Miss Taylor in "Tiger Love" when she is seen as Marcheta, a Spanish beauty.

"Tiger Love" comes to the . . . on . . .

"Commandments" Horse in Scenes of "Tiger Love"

"Star," a blooded black gelding which was one of the magnificent horses drawing the chariot of Ramesses II in Cecil B. DeMille's "The Ten Commandments," is ridden by Antonio Moreno in Paramount's "Tiger Love," coming to the . . . on . . .

Moreno first saw the beautiful animal when he attended a showing of the DeMille spectacle. It concurred in every way with the type of mount he needed for his role of the Wildcat, a romantic Spanish bandit in "Tiger Love." Producer George Melford finally succeeded in obtaining "Star" for the picture.

Moreno and Estelle Taylor are featured in "Tiger Love," adapted from the Spanish opera, "The Wildcat."

Estelle Taylor Does Spanish Dance in New Picture

and impetuosity which requires thirty to forty minutes for execution in its entirety, is danced by Estelle Taylor in George Melford's "Tiger Love" for Paramount. Antonio Moreno, who is featured with Miss Taylor, collaborated with two dance instructors in teaching Miss Taylor a few of the intricate steps and abandoned gyrations.

David Torrence, G. Raymond Nye, Monti Collins and other big names appear in the cast playing in support of the featured players in this production, which opens a . . . days' run at the . . . Theatre on . . .

"Tiger Love" the Real Thing

Authenticity of atmosphere in George Melford's "Tiger Love" for Paramount was assured by the fact that four principals in the cast had traveled in Spain, the story's locale.

Antonio Moreno, who is featured with Estelle Taylor in this vehicle, was born in Madrid and lived in Spain for many years. David Torrence toured Spain with his brother Ernest on a vacation in the fall of 1903; Snitz Edwards played with the Hanlon Brothers in "A Trip To Switzerland" in every principal Spanish city in 1885 and Monti Collins appeared with the Boland Troupe in Madrid and Seville in 1892.

"Tiger Love," which comes to the . . . on . . . ought to be well nigh perfect with this quartette offering suggestions.

especially since he was an actor who had been haunting Hollywood studios for employment since his arrival.

Cameré speaks Spanish, French and Italian and played with theatrical groups in Paris, Seville and Milan.

Estelle Taylor Victim of Bold Spanish Bandits

American highwaymen are rude barbarians compared to Spanish bandits of yesteryear, according to Estelle Taylor, Paramount actress, who now enjoys the dubious distinction of having been held up by desperadoes of both nationalities.

Two years ago Miss Taylor, with three other persons, was held up while motoring near Phoenix, Arizona.

"Stick 'em up and shell out," grunted the man behind the revolver. That was all.

In "Tiger Love," coming to the . . . Theatre next . . . , in which the actress is featured with Antonio Moreno, her coach is stopped by Spanish bandits.

"Senorita," the spokesman informs her, "you are our temporary captive. You will leave without your valuables. You will not protest, yes?"

If she must be robbed, Miss Taylor professes a preference for Spanish painless extraction.

David Torrence Has Great Role in "Tiger Love" Cast

With his engagement to appear as the Mayor of Goya in George Melford's Spanish romance, "Tiger Love," David Torrence has played the role of every chief national, state or municipal officer. The noted actor in thirty years on the stage has been a musical comedy president and governor and in dramatic engagements has scored in roles of a Congressman, secretary of state, district attorney and city councilman.

Brother of Ernest Torrence of "Covered Wagon" fame, David scored a big hit in both "The Light That Failed" and "The Dawn of a Tomorrow," but his role of "Don Miguel Castelar" in "Tiger Love" is said to be by far the best thing he has ever done.

Antonio Moreno and Estelle Taylor are featured in the principal roles of this production, due next . . . at the . . . Theatre. Howard Hawks is the author of the screen play, and G. Raymond Nye, Edgar Norton, Monti Collins, Manuel Cameré and Snitz Edwards appear in support.

Did You Know That—

laughing did not originate in motion pictures?"

So says Snitz Edwards, character actor, who appears in the George Melford Paramount production, "Tiger Love," featuring Antonio Moreno and Estelle Taylor, and which comes to the . . . Theatre on . . . next.

Thirty-five years ago when he was doing a vaudeville act in a concert hall at Hoboken, N. J., with Sam Bernard, Edwards says he was hit in the face with a custard pie seven times a day. There were about 1200 performances during the life of the act, and Edwards sadly recalls that Bernard missed him with the pie less than thirty times.

Some Stunt!

Pinning a handkerchief to the ground with a stiletto at ten yards distance is a feat accomplished by Antonio Moreno, in his role as a romantic Spanish bandit in "Tiger Love," a George Melford production, coming to the . . . Theatre next . . .

Dagger throwing, says Moreno, is a matter of excellent eyesight. Moreno is featured with Estelle Taylor in this Paramount picture, adapted from the Spanish opera, "The Wildcat," by Manuel Penella.



PARAMOUNT PAPER THAT

"If It's Worth Running, It's Worth"



TIGER LOVE

Classy Herald

If you question the value of heralds, try this one—you'll find the answer in your box-office, written in dollars and cents.

It's beautifully colored and contains scenes and talk of the sure-fire seat-selling kind.

Back page is left blank for your theatre name, play dates, etc.

Only \$3.00 per thousand.

It's Colored INSERT CARDS

Insert cards are the handy men of the poster family—you'll find a dozen different uses for them. And they're cheap.

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—The prices quoted below are base prices only. The more advertising you buy the less the individual advertising costs. Talk to your local Ad Sales Manager about **QUANTITY PRICE CONCESSIONS**. Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

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One Sheet (1A and 1B).....	.15
Three Sheet (3A and 3B).....	.45
Six Sheet (6A).....	.75
Twenty-four Sheet (24A).....	2.40

PHOTOS FOR YOUR LOBBY	
22 x 28 (Colored).....	.40
11 x 14 Set of Eight (Colored).....	.60

For Newspaper Ads ADVERTISING CUTS	
One Column.....	.35
Two Column.....	.65
Supplementary (Two Column).....	.25

MATS, ADVERTISING, PRODUCTION, ETC.	
One Column.....	.05
Two Column.....	.10
Supplementary (Two Column) (Adv. Only).....	.10
Three Column.....	.15
Four Column (Adv. only).....	.25

FOR GENERAL EXPLOITATION	
GILT-EDGED FRAMES, (Size 17 x 43 in.).....	1.50
Insert Cards (14 x 36 in. to fit above).....	.25
22 x 28 Gilt Frames.....	1.50
Heralds, per thousand.....	3.00
Announcement Slide.....	.15
Publicity Photos, Each.....	.10

Trailers—National Screen Service
126 W. 46th St., New York City
845 So. Wabash Ave., Chicago, Ill.
917 So. Olive Street, Los Angeles, Cal.
284 Turk St., San Francisco

Press Books and Thematic Music Cues are Gratis.

COMING

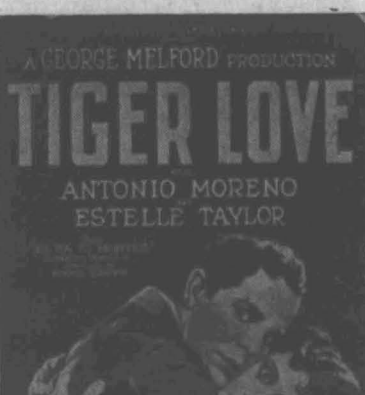
ADOLPH ZUKOR PRESIDENT
GEORGE MELFORD PRODUCTION

TIGER LOVE



A Paramount Picture
PRODUCED BY FAMOUS PLAYERS-LASKY CORP.

Ask your local Ad Sales Manager
about the new special proposition
on 22 x 28 lobby cards and frames!



"Tiger Love" PAPER THAT PACKS THE PUNCH

Worth Running It's Worth Advertising



It's More INSERT CARD

Insert cards are the handy
 men of the poster family—
 you'll find a dozen different uses
 for them. And they're cheap!



SET OF EIGHT COLORED LOBBY CARDS



*Put the picture over the top by
 putting posters over the town.
 Here are real business-getters!*





Back page is left blank for
your theatre name, play
dates, etc.

Only \$3.00 per thousand.

Price List for Advertising Material

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—The prices quoted below are base prices only. The more advertising you buy the less the individual advertising costs. Talk to your local Ad Sales Manager about **QUANTITY PRICE CONCESSIONS**. Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

For Outdoor Advertising		MATS, ADVERTISING, PRODUCTION, ETC.	
POSTERS (as illustrated on this page)			
One Sheet (1A and 1B)	.15	One Column	.05
Three Sheet (3A and 3B)	.45	Two Column	.10
Six Sheet (6A)	.75	Supplementary (Two Column) (Adv. Only)	.10
Twenty-four Sheet (24A)	2.40	Three Column	.15
		Four Column (Adv. only)	.25
PHOTOS FOR YOUR LOBBY		FOR GENERAL EXPLOITATION	
22 x 28 (Colored)	.40	GILT-EDGED FRAMES, (Size 17 x 43 in.)	1.50
11 x 14 Set of Eight (Colored)	.60	Insert Cards (14 x 36 in. to fit above)	.25
		22 x 28 Gilt Frames	1.50
		Heralds, per thousand	3.00
		Announcement Slide	.15
		Publicity Photos, Each	.10
For Newspaper Ads		Trailers—National Screen Service	
ADVERTISING CUTS		126 W. 46th St., New York City	
One Column	.35	845 So. Wabash Ave., Chicago, Ill.	
Two Column	.65	917 So. Olive Street, Los Angeles, Cal.	
Supplementary (Two Column)	.25	284 Turk St., San Francisco	

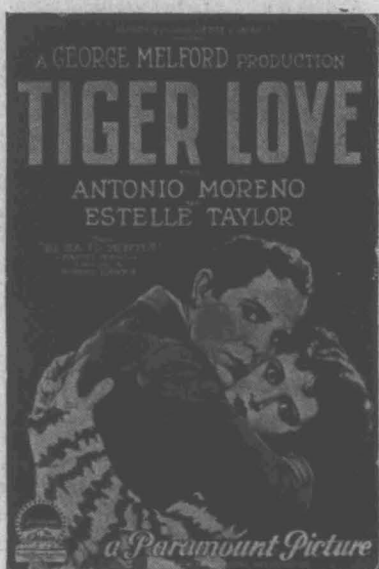
Press Books and Thematic Music Cues are Gratis.

ADOLPH ZUKOR PRES. LASKY PROD. GEORGE Melford PRODUCTION **TIGER LOVE**



ANTONIO MORENO
ESTELLE TAYLOR

A Paramount Picture
PRODUCED BY FAMOUS PLAYERS-LASKY CORP.

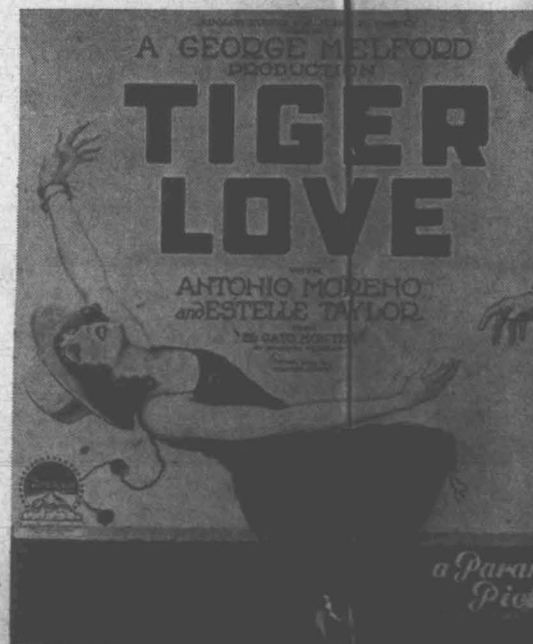


One-Sheet Poster 1A

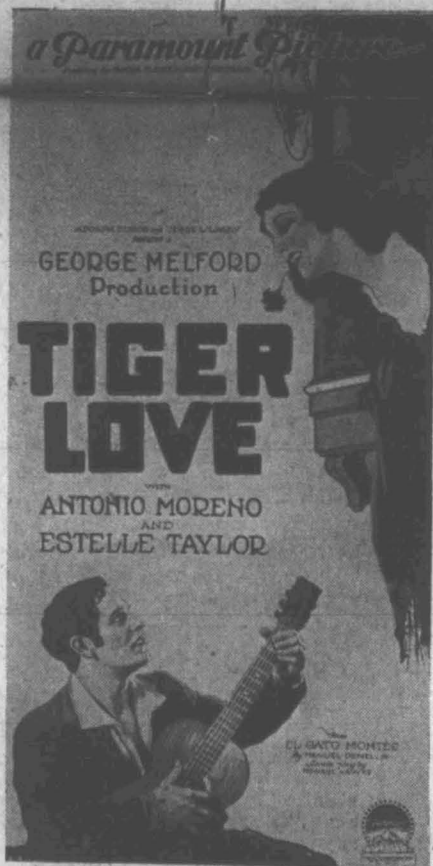
Ask your local Ad Sales Manager
about the new special proposition
on 22 x 28 lobby cards and frames!



Colored Lobby Card (22" x 28")



Six-Sheet Poster 6A

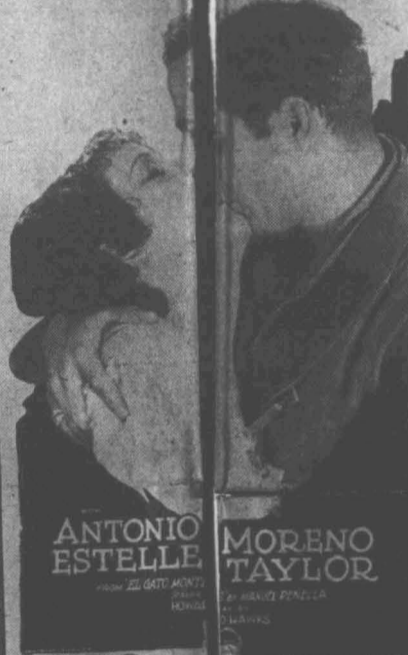


Three-Sheet Poster 3A



Twenty-four-Sheet Poster 24A

ADOLPH ZUKOR and GEORGE M. MCFORD
TIGER LOVE



ANTONIO MORENO
 ESTELLE TAYLOR

A Paramount Picture
 PRODUCED BY FAMOUS PLAYERS-LASKY CORP.



TIGER LOVE



TIGER LOVE



TIGER LOVE



TIGER LOVE



TIGER LOVE



TIGER LOVE

SET OF EIGHT COLORED LOBBY CARDS

A GEORGE MCFORD PRODUCTION
TIGER LOVE

ANTONIO MORENO
 and ESTELLE TAYLOR

a Paramount Picture

Six-Sheet Poster 6A

Put the picture over the top by
 putting posters over the town.
 Here are real business-getters!



Announcement Slide

A GEORGE MCFORD Production
TIGER LOVE

ANTONIO MORENO
 and ESTELLE TAYLOR

a Paramount Picture
 One-Sheet Poster 1B

GEORGE MCFORD PRODUCTION
TIGER LOVE

ANTONIO MORENO
 ESTELLE TAYLOR

a Paramount Picture

Three-Sheet Poster 3B

GEORGE MCFORD PRODUCTION
TIGER LOVE

With
 ANTONIO MORENO and
 ESTELLE TAYLOR

FROM 'EL GATO MONTES'
 BY MANUEL PENELLA
 SCREENPLAY BY
 HOWARD HAYES

a Paramount Picture

Twenty-four-Sheet Poster 24A

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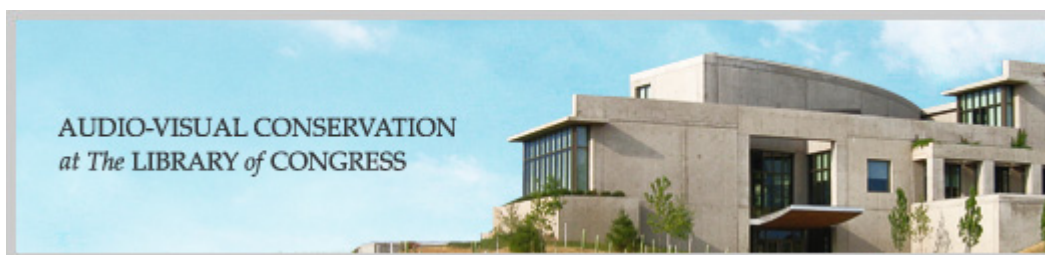
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